



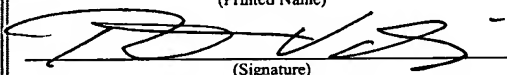
08-23-06

Atty. Dkt. No. 017446-0323

TW  
AF

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Kazuhiro ISHIDA  
Title: ADVERTISEMENT SYSTEM  
AND ADVERTISEMENT  
DISPLAY METHOD  
Appl. No.: 10/077,765  
Filing Date: 2/20/2002  
Examiner: Alvarez, Raquel  
Art Unit: 3622  
Confirmation Number: 3462

|  |                                      |
|--|--------------------------------------|
| <b>CERTIFICATE OF EXPRESS MAILING</b>  |                                      |
| I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450. |                                      |
| EV 830405125 US<br>(Express Mail Label Number)   | August 22, 2006<br>(Date of Deposit) |
| Ruthie Vallejo<br>(Printed Name)   |                                      |
| <br>(Signature)  |                                      |

**AMENDMENT TRANSMITTAL**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.

- ☐ Small Entity status under 37 C.F.R. § 1.9 and § 1.27 has been established by a previous assertion of Small Entity status.
- ☐ Assertion of Small Entity status is enclosed.
- ☒ The fee required for additional claims is calculated below:

|  | Claims<br>As<br>Amended |   | Previously<br>Paid For |   | Extra<br>Claims<br>Present |   | Rate     |   | Additional<br>Claims Fee |
|--|-------------------------|---|------------------------|---|----------------------------|---|----------|---|--------------------------|
| Total Claims:  | 9                       | - | 20                     | = | 0                          | x | \$50.00  | = | \$0.00                   |
| Independent<br>Claims:                               | 3                       | - | 6                      | = | 0                          | x | \$200.00 | = | \$0.00                   |
| First presentation of any Multiple Dependent Claims: |                         | + |                        |   |                            |   | \$360.00 | = | \$0.00                   |
| CLAIMS FEE TOTAL                                     |                         |   |                        |   |                            |   |          |   | = \$0.00                 |

☐ Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

|  |            |        |
|--|------------|--------|
| <input type="checkbox"/> Extension for response filed within the first month:  | \$120.00   | \$0.00 |
| <input type="checkbox"/> Extension for response filed within the second month: | \$450.00   | \$0.00 |
| <input type="checkbox"/> Extension for response filed within the third month:  | \$1,020.00 | \$0.00 |
| <input type="checkbox"/> Extension for response filed within the fourth month: | \$1,590.00 | \$0.00 |
| <input type="checkbox"/> Extension for response filed within the fifth month:  | \$2,160.00 | \$0.00 |
| EXTENSION FEE TOTAL:   |            | \$0.00 |
| <input type="checkbox"/> Statutory Disclaimer Fee under 37 C.F.R. 1.20(d):     | \$130.00   | \$0.00 |
| CLAIMS, EXTENSION AND DISCLAIMER FEE TOTAL:                                    |            | \$0.00 |
| <input type="checkbox"/> Small Entity Fees Apply (subtract ½ of above):        |            | \$0.00 |
| Extension Fees Previously Paid:  |            | \$0.00 |
| TOTAL FEE:   |            | \$0.00 |

If any extensions of time are needed for timely acceptance of papers submitted herewith, applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-0872.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date August 22, 2006

By Justin M. Sobaje

FOLEY & LARDNER LLP  
Customer Number: 22428  
Telephone: (310) 975-7965  
Facsimile: (310) 557-8475

Justin M. Sobaje  
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Registration No. 56,252